

the average bill to a customer was \$80, no promotion involving more than \$8 of credits or refunds could be implemented without providing advance notice, and surviving the protests of competitors. Neither then nor now has California offered any explanation for this obvious restraint on price competition.

Substantively, the restrictions have been, and continue to be myriad:

- Resale rights have always been limited to entities that are certificated as public utilities. Thus, the San Jose Board of Realtors was enjoined by the CPUC in 1989 from purchasing cellular services in bulk and making them available to its members with a modest surcharge designed to recover the Board's administrative expenses. D.89-05-024. This limitation on resale rights -- which continues to this day -- has prevented the development of a potentially vast market for affinity groups wishing to pass on to their members the benefits of volume rates, but needing to do so in a cost-neutral way.
- Prior to June, 1990, affinity groups and corporations could purchase services for their own use out of carriers' wholesale tariffs, and could thereby realize discounts of about 25 percent off "standard" rates. However, the CPUC forbade this practice in the First OII Decision, and instead required that non-resellers pay rates that are no less than five percent greater than wholesale. California's excuse was that resellers had to recoup certain unspecified costs resulting from their regulated

status. The obvious solution -- to remove the requirement that resellers be certificated -- eluded the CPUC. Instead, the California Commission actually ordered bulk rates to be increased above then-tariffed levels for associations, companies and other non-certificated volume users. D.90-06-025, Ordering Paragraph 18.

- After June, 1990, the "spread" between "standard" rates and wholesale rates was frozen -- on an element-by-element basis -- at between 20 and 25 percent. The First OII Decision at Ordering Paragraph 15. This requirement has given rise to an informal -- but consistently enforced -- requirement that all retail rate reduction plans be accompanied by a precise wholesale equivalent, or "clone."
- Until April, 1994, no airtime credit could exceed \$100 in value, even if tariffed. D.92-02-076; D.94-04-043 at mimeo page 6.
- Until April, 1994, no provisional rate plan could be introduced without advance notice to competitors, and a formal Resolution by the CPUC. D. 94-04-043, Ordering Paragraph 1.
- To this day, no cash refund, or in-kind consideration (maintenance services, hands-free devices, other accessories) may exceed \$25 in value, even if tariffed. D.91-06-054, Ordering Paragraph 16; Appendix A: D.94-04-043, Ordering Paragraph 3.

- To this day, cellular carriers may implement customer-specific contracts without advance notice to competitors, and a formal CPUC Resolution. CPUC General Order 96-A, Section X.
- To this day, no equipment price discount, or other non-service benefit may be extended to a customer on condition that he/she activate with a particular carrier. D.90-06-025, Ordering Paragraph 16. This restriction goes far beyond the provision of bargain priced equipment, and in theory extends to equipment lease arrangements, maintenance services, "loaner" phones, and so on.³⁰

During their pre-1993 heyday, California's formal and informal restrictions effectively delayed or prevented most forms of meaningful price competition in the California market. For example, U.S. West Cellular, a San Diego carrier, sought to provide refunds of up to \$400 to customers who remained on service for defined periods of time. U.S. West Advice Letter 48 was opposed by the resellers, and rejected by the Commission. CPUC Resolution T-14607. U.S. West, with the support of many other carriers, sought re-hearing, but was rebuffed by the CPUC. D.92-02-076.

³⁰ In July, 1993 Bakersfield Cellular Telephone Company formally sought relief from California's anti-bundling rule, which is now unique among all the States. The CPUC has yet to act on Bakersfield's Application. Such delays are unfortunately typical of the CPUC's inability to react effectively to the rapidly changing circumstances of the cellular market.

L.A. Cellular's attempt in 1991 to introduce a gift certificate program which would have resulted in refunds and credits of \$100 to new customers met a similar fate. The resellers and the company's facilities-based competitor charged that the gift certificates were unlawful, and the CPUC agreed. CPUC Resolution T-14392.

L.A. Cellular also attempted to introduce an end-user billing and collection service for affinity groups subscribing under tariffs designed to provide substantial discounts for members of automobile clubs, medical and bar associations, building contractors, and the like. Since these groups were purchasing services on behalf of their members, they needed a relatively easy way to break apart their bulk bills, and to rebill and collect from individual members. L.A. Cellular's early attempts to provide such services at no additional charge were the subject of reseller complaints to the CPUC. L.A. Cellular's later efforts to tariff such services were also opposed, with the result that they were not put in place until sixteen months after the company's initial attempt. See L.A. Cellular Advice Letters 79, 180, 180A, and CPUC Resolutions T-14264, T-14707, and D.91-06-054.

The examples abound.³¹ In few if any cases did end users protest price moves by cellular carriers. This is for the obvious reason that out of hundreds of

³¹ In January, 1992 McCaw Cellular's Application 93-01-034 sought authority to rationalize the roamer charges levied on its customers by re-rating host carrier fees in a way which was at least revenue neutral to McCaw, and which in some cases resulted in out-of-pocket losses to that carrier. In subsequent months, many other carriers (including L.A. Cellular) filed similar applications. It took the CPUC nearly thirty months to act on the issues raised by these requests for pro-consumer relief.

advice letter filings since 1983, no more than a half dozen have even arguably involved rate increases (and these were sought by carriers in less populous markets). The rest have described credits, refunds and other pro-consumer initiatives. Yet these have until recently been delayed and blocked at the instance of the CPUC.

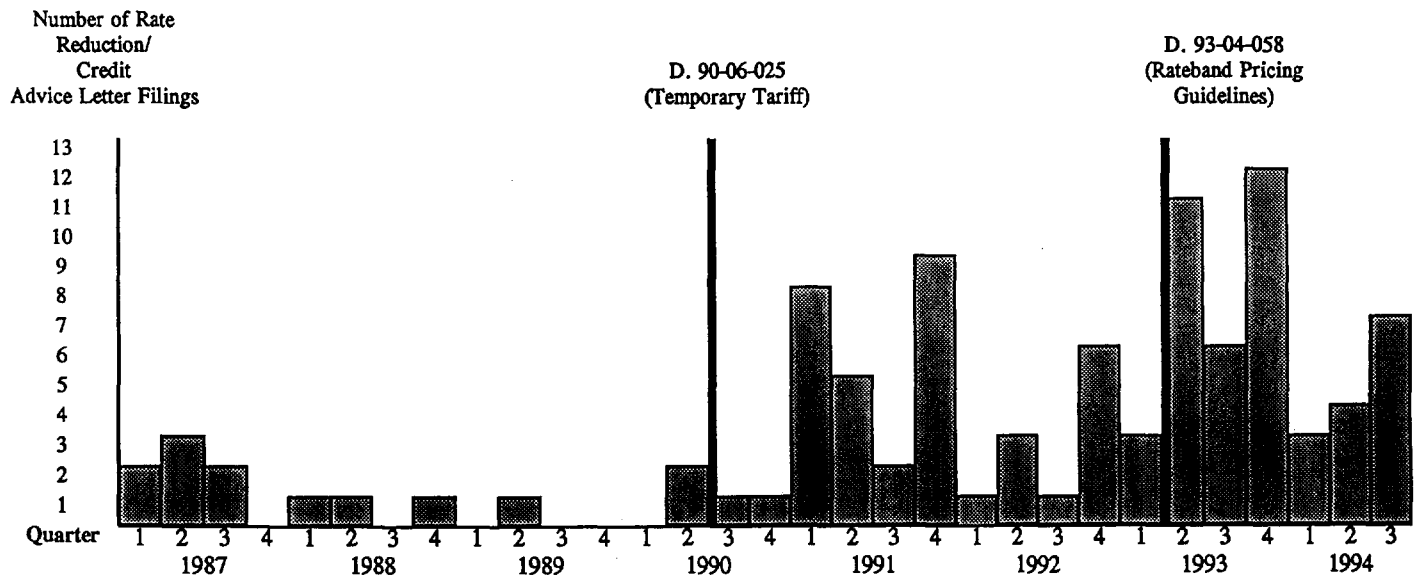
In L. A. Cellular's case (and one suspects in others as well), there is a direct correlation between pro-consumer advice letters and the degree of regulation exercised by the California Public Utilities Commission. As tariffing requirements have been partially loosened, the number of promotional discounts, refunds, and lower priced plans has increased. In tracing this history, one may note three milestones:

- March, 1987: L.A. Cellular cutover, and arrival of facilities-based cellular competition in the Los Angeles SMSA.
- June, 1990: The PUC issues its the First OII Decision, which allows carriers to file certain promotional rates on one day's notice.
- April, 1993: CPUC issues Decision 93-04-058, allowing rates to be reduced below existing ceilings on a same day basis.

The correlation between the above milestones and the number of pro-competitive filings by L.A. Cellular is striking. Thus:

FIGURE 12

LOS ANGELES CELLULAR RATE REDUCTION/CREDIT ADVICE LETTER FILINGS



This Commission itself has noted (at paragraphs 175 and 177 of the CMRS Second Report) that tariffs "can themselves be a barrier to competition in some circumstances". L.A. Cellular submits that such circumstances have been demonstrated in California. While the CPUC Decision 94-08-022 alleges (without analysis) that only a small number of L.A. Cellular's filings during recent periods were actual rate reductions, closer examination proves otherwise.³² In the months since Decision 93-04-058, L.A. Cellular has introduced lower rates for both individual and corporate end users, and even steeper reductions for digitally capable units. Initial activation fees have been waived, and credits have been extended for off-peak airtime. AirTouch has responded with its own rate reductions and promotional benefits. In some weeks, multiple advice letters have been filed by the two carriers, as one of them introduces a new initiative, the other counters, and the first carrier matches the second. While full competition is still hobbled by CPUC restrictions on certain kinds of initiatives (e.g., equipment/service packages and customer-specific contracts), there is no question but that earlier regulation was more onerous, and pricing initiatives less frequent.

³² Decision at p. 47. Appendix 1 hereto lists the eighty-three pro-competitive L.A. Cellular Advice Letters which have been filed since the First Oil Decision. The CPUC's statement that "only five" of these filings involved "rate reductions" is apparently based on an extraordinarily narrow view of what constitutes a "rate reduction".

IV.

CALIFORNIA'S PETITION IS CONTRARY TO CLEARLY DEFINED NATIONAL POLICIES IN FAVOR OF CMRS COMPETITION

When Congress has "unmistakenly ordained" that its enactments alone are to regulate a part of commerce, state law must fall. This result is compelled whether Congress's command is explicitly stated in the statute's language or implicitly contained in its structure and purpose. Jones v. Roth Packing Company, 430 U.S. 519, 525, 97 Supreme Court 1305, 1309 (1977) (citations omitted). See also Louisiana Public Service Comm. v. FCC 476 U.S. 355, 369 (1986).

The context of California's Petition herein must never be forgotten. The Budget Act amendments to the Communications Act of 1934 were the natural outgrowth of policies developed over several years by this Commission. These policies promote competition by opening markets, and loosening regulatory restrictions rather than the reverse. Among other things, this Commission has

- pre-empted state regulation of customer equipment pricing,³³
- pre-empted state regulation of cellular market structure,³⁴

³³ Cellular Communications Systems, 86 FCC 2d 469, 497 n.65 (1981), on recon. 89 FCC 2d 58, 85 (1982).

³⁴ Cellular Communications Systems, 86 FCC 2d at 503-05 (1981), on recon. 89 FCC 2d at 94-96 (1982).

- pre-empted state regulation over the physical plant used in the interconnection of cellular carriers,³⁵
- relaxed restrictions on SMR licensees, and encourage them to compete with cellular,³⁶
- allocated substantial new spectrum for up to six PCS competitors in each market,³⁷
- declined to impose restrictions on cellular CPE discounts,³⁸ and
- abolished tariff requirements that interstate cellular services.³⁹

There was a demand for regulatory parity with the creation of multiple CMRS providers, some of which were regulated by the states, and others exempt. Congress could have extended the states' ratemaking and entry jurisdiction to all of the new competitors. It elected not to do so, however, and instead declared a clear national

³⁵ The Need To Promote Competition and Efficient Use of Spectrum For Radio Common Carrier Services, 2 FCC Rcd. 2910, 2912 (1987)

³⁶ Fleet Call, Inc., Waiver to Permit Creation of Enhanced SMR Systems, 6 FCC Rcd. 1533 (1991); American Mobile Data Communications, Inc., 4 FCC Rcd. 3802 (1989); Letter from Ralph A. Haller, Chief, Private Radio Bureau, to David Welsman, 8 FCC Rcd. 143 (1993). See also Report and Order, 8 FCC Rcd. 3975 (1993).

³⁷ Amendment of the Commission's Rules to Establish New Personal Communications Services, Memorandum Opinion & Order, GN Dkt. No. 90-314, released June 13, 1993.

³⁸ Report and Order In the Matter of Bundling of Cellular Customer Premises Equipment [etc.], 7 FCC Rcd. 4029 (1992).

³⁹ CMRS Second Report, 9 FCC Rcd. 1479-80.

policy in favor of an across-the-board pre-emption of state entry and ratemaking regulation.

California seeks an exemption from the decision of Congress. The permissible grounds for such an exception are narrow, and the hurdles substantial. Yet the jurisdictional grant sought by California is ill-defined, and under a fair interpretation, impermissibly broad.⁴⁰ This is because the CPUC not only wishes to preserve what is already the most stringent cellular regulatory scheme now extant, but because it wishes to extend that regime well beyond what was in place as of June, 1994. Alone among the states, California will not permit cellular service providers to extend equipment discounts to their customers. Alone among the states, California has declared that cellular carriers must physically interconnect their switches with similar switches installed by resellers, and that resellers be granted their own NXX codes. Finally, - and again uniquely - California's Petition seeks to reserve the power to impose rate of return regulation on cellular carriers.

⁴⁰ States seeking an exception from federal pre-emption must "identify and describe in detail what the state proposes to establish if the petition is granted." CMRS Second Report at para. 252. The California Petition is critically deficient in that it fails to state unambiguously (1) whether the CPUC seeks authority to impose rate of return regulation, or simple price caps on California carriers (compare Petition pages iii and 81); (2) whether the CPUC seeks to abolish monthly access charges for switch-based resellers, or simply seeks "market-based" prices for unbundled rate elements (compare Decision at Ordering Paragraph 4 with Findings of Fact 54, 55); and (3) whether the CPUC intends to require carriers to share roaming revenues with resellers (see Decision page 88). Given these ambiguities, this Commission cannot come to a reasoned judgment as to the extent to which the CPUC threatens the goals of the Budget Act. Nonetheless, that there is some significant threat seems undeniable.

The fact is that if the CPUC obtains the authority it seeks, numerous existing federal policies will be jeopardized. The "reseller switch" is one example. Without rehashing the pros and cons, it is clear that this is a national question. Effective cellular service to reseller customers not only requires interconnection with California carriers, but it also requires acceptable roaming agreements, and physical networking with carriers through the nation. The CPUC is clearly without jurisdiction to order out-of-state systems separately to accommodate reseller NXXs, or to look to the resellers rather than to FCC-licensed carriers for payment of roamer charges, or to participate in national roamer verification schemes. Yet to be workable California's "reseller switch" scheme requires all of these things. The fact is that reseller switching, as envisioned by the CPUC, is an area where state and federal interests cannot be practicably separated. See Public Service Commission of Maryland v. FCC, 909 F.2d 1510, 1515 (D.C. Cir. 1990).

The same thing is true of California's request to continue its current tariffing requirements as to intrastate cellular services, and to retain authority to impose a form of rate of return regulation on the State's facilities-based carriers.⁴¹ The arguments for continued state tariffs are remarkably similar to those made by California, Nextel, and National Cellular Resellers Association in GN Docket No. 93-252, which dealt with

⁴¹ Decision at p. 75 ("[W]e may also consider ways to adjust price caps referenced against excessively high rates of return of carriers."). See also Petition at page 81.

the advisability of cellular tariff filings at the national level. Having reviewed these arguments, this Commission determined that even if the cellular marketplace were less than fully competitive, the FCC's tariff mechanisms should be abolished in the interest of encouraging competition. The rationale is significant:

We have concluded that although the record does not support a finding that the cellular services marketplace is fully competitive, the record does establish that there is sufficient competition in this marketplace to justify forbearance from tariffing requirements. We reached this conclusion for three reasons. First, cellular providers do face some competition today, and the strength of competition will increase in the near future. Second, the continued applicability of Sections 201, 202, and 208 will provide an important protection the event there is a market failure. Third, tariffing imposes administrative costs and can themselves be a barrier to competition in some circumstances.

* * *

In a competitive environment, requiring tariff filings can (1) take away carriers' ability to make rapid, efficient responses to changes in demand and cost, and remove incentives for carriers to introduce new offerings; (2) impede and remove incentives for competitive price discounting, since all price changes are public, which can therefore be quickly matched by competitors, and (3) impose costs on carriers that attempt to make new offerings. Second, tariff filings would enable carriers to ascertain competitors' prices and any changes to rates, which might encourage carriers to maintain rates at an artificially high level. Moreover, tariffs may simplify tacit collusion as compared to when rates are individually negotiated, since publicly filed tariffs facilitate monitoring. Third, tariffing, with its attendant filing and reporting requirements, imposes administrative costs upon carriers.

In the face of these findings, the CPUC proposes to continue its tariffing regime which, at present, effectively bars individually negotiated customer-specific contracts without CPUC pre-approval, requires public notice of all rate changes, and grants

competitors an opportunity to delay or halt market initiatives.⁴² California would continue this mechanism as to cellular carriers, even though it recognizes its inability under the Budget Act to impose the same restrictions on other CMRS providers. This disparity between cellular and competing providers would be even wider if California carries out its threat to set price caps to achieve specific rates of return for each cellular carrier.⁴³

The Petition does not explain why the Commission's reasoning as to the inadvisability of cellular tariff procedures on a national level is not equally applicable in the state arena. It is undeniable that California's tariffing machinery has chilled pro-consumer price moves. It is likewise undeniable that though the Act favors regulatory parity, PCS and SMRS providers are beyond the reach of California's tariffing rules until at least August, 1996. The fact is that this Commission is charged with developing a national wireless policy, and that in doing so, it has determined that tariffs are ill-advised in the cellular market. The assumptions of California's Petition

⁴² It is noteworthy that Nextel has vigorously opposed carrier requests for relief from the CPUC's rules against equipment/service packages and customer-specific contracts. It is also noteworthy that in its proposed IRD Decision, the CPUC would impose a 6% surcharge on gross cellular revenues in order to support California's universal service goals. Yet Nextel and other "private" competitors of cellular are exempted from the surcharge.

⁴³ One can only imagine the impact of such a policy on the Los Angeles market, where one carrier's efficiencies have resulted in a rate of return that is at least thirty percent greater than the other. Rates charged by the more efficient carrier would drop precipitously, end users would flood its system, and an already congested marketplace would become more so.

run counter to this determination, as they run counter to a variety of other decisions with regard to market structure, cellular interconnection, and equipment/service ties.

Finally, there is a significant question as to the permissible breadth of the authority allowed to be sought during the period between August 10, 1994 and the FCC's decision on the Petition. CPUC Decision 94-08-022 clearly states California's view that the Budget Act imposes no limitation on the State's ability to extend its regulatory reach beyond that which was in effect on June 1, 1993. See, for example, Conclusion of Law 1 ("there is no provision of the [Act] prohibiting modifications in specific state regulatory rules prior to the date when the FCC acts on California's Petition") and Conclusion of Law 6 ("there is no federal statute, policy, or rule that inhibits the interconnection and use of the reseller switch...."). However, the CPUC does not address Section 332(c)(3)(B) of the Act, which allows a state having rate regulations in place as of June 1, 1993, to file a petition, and to continue its "existing regulation" pending Commission action on the Petition.

Section 332(c)(3)(B) was clearly designed to preserve the status quo pending FCC action. It should not be construed as allowing a state to change its regulations in ways which could not be undone in the event the FCC denies a petition seeking to extend the State's ratemaking authority. Neither rate-based regulation nor reseller switching requirements were a part of California's regulatory armory as of June 1, 1993. If implemented, both would have far-reaching results that could not be undone. Given the primacy of the goals spelled out by the Budget Act, and the

narrowness of the "grandfather clause", it seems clear that the relief sought by the Petition is impermissibly broad.

CONCLUSION

The CPUC's conclusions were clearly pre-conceived. Having earlier found that the cellular industry was competitive, and that rates and rates of return were not unreasonable, the CPUC reversed itself without the hearings required by California law. Determined to preserve its powers over cellular ratemaking, the Commission simply ignored evidence that was contrary to its predilections. For example, the Commission chose to rely almost exclusively on "basic rates" in Los Angeles, despite uncontradicted evidence that 84% of L.A. Cellular's customer base is on non-standard plans. In like manner the CPUC has persisted in its allegation that cellular carriers have deliberately suppressed demand and lagged in building out capacity. This persistence is in the face of the admitted fact that cellular demand in Los Angeles is twice as high as earlier anticipated by the CPUC, and the fact that by any measure L.A. Cellular has expanded its capacity as quickly as humanly possible.

The CPUC Petition also ignores its own past ambivalence toward competition as a legitimate goal for regulated utilities. When faced with the same facts as this Commission, California has repeatedly opted in favor of mechanisms designed for monopoly providers of essential services. The CPUC's cellular regulatory scheme has relied almost exclusively on tariff filing mechanisms, protest periods, rate of return

analyses, and limitations on market mechanisms. The CPUC has been far too susceptible to arguments about the need to protect cellular competitors, rather than cellular consumers. More than anything else, state-imposed limits on discounts, airtime credits, cash rebates, equipment/service bundles, and the like have hindered the evolution of California's cellular market toward full competitiveness. This Commission and Congress have made different choices. They have declared themselves in favor of uniform national policies favoring open entry and market based pricing. They have recognized that though originally designed to protect end users, tariff mechanisms more often serve as a shield from competition. On issues like cellular resale and equipment/service bundles, this Commission has recognized that the route to lower prices and improved service lies in more competitors and fewer restrictions, rather than the reverse. See generally Kellogg, Thorne & Huber, Federal Telecommunications Law at Section 13.4 (Little, Brown & Co. 1992).


L.A. Cellular believes that there are unbridgeable differences between this Commission's philosophy and that of the CPUC, and that the Budget Act is incompatible with the broad authority sought by California. Accordingly, the Petition

should be rejected, and California's cellular industry made subject to the national telecommunications policy defined by Congress.

Dated: September 17, 1994.

Respectfully submitted,

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**LOS ANGELES CELLULAR TELEPHONE COMPANY
RATE REDUCING/CREDIT ADVICE LETTERS FILED
JUNE 1990 - SEPTEMBER 1994**

ADVICE LETTER	DATE	SCHEDULE(S)¹	SUBJECT
47.	07/11/90	3-T	Introduce a VIP Program offering benefits to Utility's heaviest users.
79.	11/29/90	3-T	Reduce Corporate Plan's rates, add a new billing and collection service to the Plan and add tariff language requiring notice by Master Customers to their end users. Advice Letter rejected by PUC.
80.	01/10/91	3-T, 4-T	Offer retail and wholesale customers cellular service with enhanced features at a special price, subject to 12 month contract ("Extended Term Service Package"). Extend Utility's co-op advertising program for resellers.
101.	02/06/91	3-T	Waive applicable service establishment charge for any new retail customer who provides satisfactory evidence of having been a previous subscriber (until September 30, 1991).
102.	02/15/91	3-T, 4-T	Waive airtime charges to both retail and wholesale customers for calls to third party information services provided through Utility's system (through March 1991).
103.	03/01/91	3-T	Introduce new government contract plans.
104.	03/01/91	5-T	Establish a single per minute charge for all CA-based roamers irrespective of calls placed during "peak" or "off-peak" periods and clarify Utility's willingness to waive activation and/or daily access charges contingent on reciprocal treatment by the home carrier.
106.	03/14/91	3-T, 4-T	Provide airtime credits to retail and wholesale customers to discourage "churn" on Utility's system (through April 14, 1991).
107.	03/14/91	2-T, 4-T	Allow Utility's sales representatives to purchase gift certificates of \$25, \$50 and \$100 which they may present to new customers in an amount not to exceed \$100 per customer, for use as credits against service billings. Also provides resellers with an additional incentive for enrolling new customers on the Extended Term Service Package. Advice Letter rejected by PUC.

¹ Indicates the applicability of each plan. CPUC Schedule 3-T is Utility's retail tariff schedule. CPUC Schedule 4-T is Utility's wholesale tariff schedule.

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ADVICE LETTER	DATE	SCHEDULE(S)¹	SUBJECT
108.	03/18/91	4-T	Provide additional cooperative advertising benefits to resellers on Utility's system through May 18, 1991. Provide free demonstration services to resellers which shall include use of Custom Calling Features, Voice Mail and up to 250 minutes in intra-CGSA usage per month through December 31, 1991.
122.	04/30/91	3-T, 4-T	Temporarily waive charge for "call waiting" feature which will be provided to all units on Utility's system. Distribute up to 1,200 non-transferable gift certificates, none to exceed \$100, to prospective new customers of Utility's Extended Term Service Package. Advice Letter rejected by PUC.
124.	05/03/91	3-T	Reduce cellular service rates for governmental agencies which subscribe to 25 or fewer units.
125.	05/06/91	3-T, 4-T	Temporary waiver of service establishment fees for new subscribers (until May 31, 1991).
144.	05/31/91	3-T, 4-T	Extend activation fee waiver described in Advice Letter 125 to June 30, 1994. Extend to resellers up to \$30 in credits for each new user enrolled in Extended Term Service Package.
148.	06/11/91	3-T, 4-T	Waive charge for "call waiting" through December 31, 1991. Extend deadline of Anti-Churn Promotion to July 31, 1991.
156.	08/06/91	3-T, 4-T	Extend Extended Term Service Package until December 31, 1991.
168.	09/27/91	3-T	Extend waiver of retail activation fees for re-subscribers until December 31, 1991.
179.	10/15/91	3-T	Introduce Corporate Productivity Plan.
167-A.	10/17/91	2-T, 3-T, 4-T	Introduce a "Customer-On-the-Move" promotion waiving service establishment fees for selected customers (through December 31, 1991). Expand Rule 19 whereby there will be no per minute charge for inbound or outbound calls placed at Utility's convenience.
214.	12/26/91	3-T	Extend "Customer-on-the-Move" promotion waiving service establishment fees for selected customers through June 30, 1992.

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ADVICE LETTER	DATE	SCHEDULE(S)¹	SUBJECT
215.	12/26/91	3-T	Extend waiver of service establishment fees for re-subscribers through June 30, 1992.
216.	12/26/91	3-T, 4-T	Extend waiver of fees for call-waiting through June 30, 1992.
217.	12/26/91	3-T	Extend Corporate Productivity Plan through June 30, 1992.
218.	12/26/91	3-T, 4-T	Extend Extended Term Service Package promotion through June 30, 1992.
219.	12/26/91	4-T	Extend Provisional Cooperative Advertising Program through June 30, 1992.
220.	12/26/91	4-T	Extend Demonstration Service program through June 30, 1992.
232.	03/02/92	4-T	Liberalize calculation of accrual of funds by which reimbursement is determined in cooperative advertising benefits for resellers through June 15, 1992.
258.	06/01/92	3-T, 4-T	Extend effective period of nine separate promotional offerings through December 31, 1992.
260.	06/04/92	3-T, 4-T	Introduce change charge waiver for both retail and wholesale customers affected by the June 6, 1992 area code conversion.
263.	06/12/92	4-T	Reintroduce reseller credits for Extended Term Service Package enrollments (through December 12, 1992).
289.	09/09/92	3-T, 4-T	Introduce Occasional Use Plan.
298.	10/01/92	3-T, 4-T	Provide activation fee credits for new activations on Corporate and Governmental plans (through December 31, 1992).
302.	10/16/92	3-T, 4-T	Introduce "Off-Peak Airtime Promotion" whereby an Eligible Customer subscribing for one year receives free the first 25 minutes of off-peak airtime in each of the 12 months of the required subscription period (through December 31, 1992)
316.	11/25/92	3-T, 4-T	Reduce charges to subscribers for calls made while roaming in Santa Barbara and San Diego markets (through November 6, 1993).
317.	11/25/92	3-T, 4-T	Provide credits to subscribers for roaming calls in Santa Barbara and San Diego markets (through January 31, 1993).

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JUNE 1990 - SEPTEMBER 1994**

ADVICE LETTER	DATE	SCHEDULE(S)¹	SUBJECT
318.	12/01/92	3-T, 4-T	Extend Call Waiting, Extended Term Service, Customer-On-The-Move, Productivity Plan, Provisional Cooperative Advertising and Demonstration Service until June 30, 1992.
320.	12/02/92	3-T, 4-T	Introduce Emergency Back-Up Plan.
336.	02/11/93	3-T, 4-T	Re-introduce Off-Peak Airtime Promotion until February 15, 1993.
337-A.	02/17/93	3-T, 4-T	Introduce Multiple Unit Discount Promotion for customers having two or more units on a single account until February 23, 1993.
340.	02/23/93	3-T, 4-T	Re-introduce Off-Peak Airtime Promotion until February 23, 1993.
358.	04/27/93	3-T, 4-T	Introduce promotion whereby retail and wholesale subscribers registered in Utility's Mobile-to-Mobile Promotion ("MTM") will have airtime charges reduced 50% on all completed calls between MTM subscribers (to June 30, 1994).
359.	04/27/93	3-T, 4-T	Provide for activation fee credits for multi-unit retail and wholesale customers taking advantage of Multiple Unit Discount promotion (through June 30, 1993).
360.	04/27/93	3-T, 4-T	Remove 10% of monthly bill limitation for promotion introduced in AL 358.
366.	05/06/93	3-T, 4-T	Introduce Value Service Plans.
367.	05/06/93	3-T, 4-T	Introduce Corporate Contract Plans.
370.	05/24/93	3-T, 4-T	Introduce Value Service Plan promotion and expand the availability of the Multi-Unit Discount promotion program.
371.	05/24/93	3-T, 4-T	Introduce temporary Corporate Contract Plan.
372.	05/28/93	3-T, 4-T	Extend several of Utility's promotional offerings.
375.	06/15/93	3-T, 4-T	Reduce access and usage on Value Service Corporate Contract and Government Plans.
376.	06/23/93	3-T, 4-T	Extend credits until July 12, 1993 toward the activation fees for subscribers on Corporate Contract and Value Service Plans.

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JUNE 1990 - SEPTEMBER 1994**

ADVICE LETTER	DATE	SCHEDULE(S)¹	SUBJECT
381.	06/30/93	3-T, 4-T	Extend Utility's Mobile-to-Mobile promotion to September 30, 1993.
387.	07/15/93	3-T, 4-T	Grant credits toward the activation fees otherwise applicable to units on Corporate Plan until November 21, 1993.
389.	07/22/93	3-T, 4-T	Expand availability of Multiple Unit Discount Promotion to various rate plans.
381-B.	08/11/93	3-T, 4-T	Expand availability of Mobile-to-Mobile promotion to various rate plans.
398.	08/11/93	3-T, 4-T	Extend Mobile-to-Mobile promotion to 09/30/93, and remove the promotion's credit limitation.
406.	08/31/93	3-T, 4-T	Extend Multi-Unit and Mobile-to-Mobile promotions until December 31, 1993.
415.	09/22/93	3-T, 4-T	Relax the termination fee requirement.
417.	10/07/93	3-T, 4-T	Extend roaming charge pass-through limitation until January 8, 1994.
420.	10/15/93	3-T, 4-T	Introduce ceiling rates (under the Rateband Pricing Guidelines of Decision 93-04-058) for Utility's Dual Mode Value Service, Corporate Contract, and Government Contract Plans.
422.	10/21/93	3-T, 4-T	Introduce credits which may applied against weekend usage by new units enrolled on Value Service Plans until December 31, 1993.
430.	11/12/93	3-T, 4-T	Reduce the rate charged for Dual Mode Value Service Plans.
431.	11/12/93	3-T, 4-T	Extend credit toward the activation fees applicable to dual mode units that are activated on Value Service Plans (until December 31, 1993).
432.	11/15/93	4-T	Provide added co-op advertising funds to resellers activating dual mode units on Utility's Value Service Plan.
434.	11/19/93	3-T, 4-T	Reintroduce the provisional activation fee waiver associated with Utility's Multi-Unit Promotion and render the Multi-Unit Discount Promotion applicable to the Dual Mode Value and Value Service Plans.

**LOS ANGELES CELLULAR TELEPHONE COMPANY
RATE REDUCING/CREDIT ADVICE LETTERS FILED
JUNE 1990 - SEPTEMBER 1994**

ADVICE LETTER	DATE	SCHEDULE(S)¹	SUBJECT
436.	12/01/93	3-T, 4-T	Extend certain of Utility's offerings (Occasional Use, Mobile to Mobile and Customer-On-The-Move).
437.	12/01/93	3-T, 4-T	Re-establish the Multiple-Unit Discount Promotion, in a modified form, for both retail and wholesale customers (until June 30, 1994).
442.	12/23/93	3-T, 4-T	Reduce the rate charged for dual mode units on the Corporate Contract and Government Plans.
443.	12/23/93	3-T, 4-T	Extend credit toward the activation fees applicable to units that are activated on certain of Utility's extended term plans (until March 31, 1994 for Dual Mode Value and Corporate Contract Plans; until December 30, 1993 for Non-Dual Mode Value Service).
444.	12/30/93	3-T, 4-T	Extend credits toward the activation fees applicable to units that are activated on certain of Utility's extended term plans to January 9, 1994.
446.	01/05/94	3-T, 4-T	Extend Roaming Charge Pass-Through Limitation to June 30, 1994.
460.	03/28/94	3-T, 4-T	Extend access charge credits for customers enrolling five hundred or more units on Corporate Contract plans to June 30, 1994.
461.	03/31/94	3-T, 4-T	Extend credits toward the activation fees applicable to units that are activated on certain of Utility's extended term plans.
465.	05/03/94	3-T, 4-T, 6-T	Provide billing credits for service rendered to units activated on Utility's system from May 3 through May 14, 1994.
470.	05/25/94	3-T, 4-T	Waive activation fees for units enrolled prior to June 30, 1994 on Utility's Multiple Unit Discount promotion.
471.	06/01/94	3-T, 4-T	Extend certain of Utility's promotional offerings to December 31, 1994
472.	06/03/94	3-T, 4-T	Introduce an activation fee deferral, and an off-peak airtime allowance for units enrolled on specified plans during the period from June 3 through June 19, 1994.
488.	07/01/94	3-T, 4-T	Extend Multiple Unit Discount (until August 31, 1994) and Off-Peak Usage Allowance promotions and offer an enhanced Corporate and Government Contract Plan Promotion (through August 15, 1994).

**LOS ANGELES CELLULAR TELEPHONE COMPANY
RATE REDUCING/CREDIT ADVICE LETTERS FILED
JUNE 1990 - SEPTEMBER 1994**

ADVICE LETTER	DATE	SCHEDULE(S)¹	SUBJECT
491.	07/21/94	3-T, 4-T	Defer service establishment fees for units enrolling on certain of Utility's Value Service Plans prior to August 1, 1994.
492.	07/26/94	4-T	Introduce, on a provisional basis, a program to defray certain administrative costs incurred by resellers.
501.	08/19/94	3-T, 4-T	Extend Utility's Off-Peak Usage Allowance Corporate and Government Contract Plan promotions through september 15, 1994.
504.	08/31/94	3-T, 4-T	Extend Multiple Unit Discount promotion through September 15, 1994.
506.	09/15/94	3-T, 4-T	Defer service activation fees for analog contract plans through September 17, 1994.
507.	09/19/94	3-T, 4-T	Introduce Choice Value Plan and related promotion.

LOS ANGELES CELLULAR RATE REDUCTION/CREDIT ADVICE LETTER FILINGS

